

# Redevelopment Commission of Greenville



*Phase I of the Go Science Center (opening summer 2014)*

## Annual Work Plan

## 2014 – 2015: Strategy at a Glance

Since 2005, the Redevelopment Commission has helped to lay the groundwork for realizing the vision outlined in the *Center City - West Greenville Revitalization Plan*. The RDC has guided the completion of major infrastructure improvements, acquired blighted and underutilized properties and prepared them for redevelopment, and supported several successful private and public-private commercial and residential redevelopment projects.

At the end of calendar year 2014, all of the RDC's existing bond funds which have been used in support of many of these endeavors will expire. The Commission's strategy for the first half of FY 2014 – 2015 is to focus on stewardship of those remaining funds, which have been allocated to carryover projects listed below. The Commission will focus in the second half of FY 2014 – 2015 on determining ways to continue promoting the Revitalization Plan going forward. The Commission might seek new sources of funding, or it might explore other means of leveraging private and public investments.

The RDC will also continue serving as a review board for the City of Greenville's small business assistance programs.

Q1 - Q2 (July 1, 2014 – December 31, 2014)			
CARRY OVER PROJECTS*			
W. 5 <sup>th</sup> Streetscape	Task: Construction docs and final estimates	Q1	Q2
Dickinson Ave Area Market and Planning Study	Task: Review final report	Q1	Q2
Imperial brownfield cleanup and redevelopment	Task: Progress updates on cleanup and redevelopment plans	Q1	Q2
Go Science Center	Task: Progress updates on Phase I construction	Q1	Q2
Uptown Theatre Repairs	Task: Progress reports on repairs and cleanup	Q1	Q2
Evans Gateway Project	Task: Facilitating public art & providing project funding to DOT	Q1	Q2
Evans Street Accessway	Task: Progress updates on construction of deck & public spaces	Q1	Q2
Cotanche to Reade Alley Improvements	Task: Overseeing and managing the construction	Q1	Q2
Uptown Alley improvements	Task: Progress updates	Q1	Q2
West Greenville land acquisition	Task: Consider acquisitions of key properties	Q1	Q2
SMALL BUSINESS ASSISTANCE PROGRAMS			
Small Business Plan Competition	Applications due in December 2014	Q1	Q2

*\*Projects to be completed by the end of Calendar Year 2014, at which time all existing funds must be spent*

Q3 - Q4 (January 1, 2015 – June 30, 2015)			
FUTURE ROLE OF THE REDEVELOPMENT COMMISSION			
Determine what steps the RDC should take upon expiration of all existing funds:		Q3	Q4
>>> Wind down, phase out?		Q3	Q4
>>> Explore funding options to supporting another phase of redevelopment?		Q3	Q4
SMALL BUSINESS ASSISTANCE PROGRAMS			
Small Business Plan Competition	Review applications and make awards	Q3	Q4

# Revitalization Bond Funded Projects

## (To be completed by December 31, 2014)

### 1. West 5<sup>th</sup> Streetscape Design and Construction Planning

During Fiscal Year 2014 – 2015, the Redevelopment Commission will oversee the completion of construction documents and final estimates that will guide future construction of this project when the appropriate funds become available.

In 2005, the Redevelopment Commission selected a consultant to develop a set of design guidelines for future streetscape improvement projects undertaken within the Revitalization Project area. The final deliverable from that process was the *Center City – West Greenville Streetscape Master Plan* which was subsequently adopted by the Redevelopment Commission and the City Council.

The West Fifth Street Gateway (from Memorial Drive to Cadillac Street) was completed in 2011.

The Redevelopment Commission and Greenville City Council selected a segment of West 5<sup>th</sup> Street running from Cadillac Street to Tyson Street as a second phase of streetscape design and construction in West Greenville. A key feature of this project will be the realignment of the intersection of West 14<sup>th</sup> and Tyson streets. The Phase II design concept for this project was completed in FY 2013 – 2014.

*Fiscal Note: W. 5<sup>th</sup> Streetscape Construction Documents and Final Estimates = \$58K West Greenville bond funds; Approximate construction cost \$1.25 million.*

### 2. Go Science Center

Establishment of a Center City Science Center: The Eastern North Carolina Science Center (Go-Science) is a 501C3 nonprofit focused on enhancing the level of science and math literacy for the people of Greenville and eastern North Carolina. Envisioned as a teaching, learning and research center, the science center will ultimately offer programs from kindergarten through twelfth grade as well as undergraduate and graduate-level programs for the independent adult learner.

Proposed components to be phased in over a number of years include a planetarium, exhibit space capable of hosting a wide range of life and physical science displays, a Challenger Space Shuttle learning center as well as a gift shop and café. The center would be open to the general public as a regional resource.

During the 2010-2011 fiscal year, the Redevelopment Commission purchased a commercial building on Dickinson Avenue for the purpose of making the building available to the Go-Science organization to operate a science center. The location of this important resource in Greenville's Center City will provide an important entertainment and cultural resource and will also serve to draw in numerous visitors to the Center City. During the current fiscal year, the Redevelopment Commission will work with the Go-Science organization to develop an agreement for use of the property, and will complete required environmental remediation on the site.

*Fiscal Note: 719 Dickinson Avenue repairs = \$173K Center City bond fund*

### 3. Uptown Theatre

A performance venue in the Center City, the Uptown Theatre can become an important cultural arts and entertainment destination, enhancing the community's quality of life and serving as a catalyst for private redevelopment.

In December of 2008, the Redevelopment Commission acquired the historic State Theatre and completed a full architectural plan for the theatre. Originally known as White's Theatre and later as the Park, the theatre had been shuttered for more than a decade, and had fallen into disrepair. Working through a partnership with a local volunteer fundraising committee, the Redevelopment Commission sought to assist in the coordination of fundraising efforts to support future construction costs associated with the theatre renovation – which require an estimated \$3.1 million in construction funds. Regrettably, the fundraising project has been unsuccessful to date.

Under that model, restoration activities could be completed in two phases. The first phase – initial structural stabilization and weatherization activities could be started in the current fiscal year. The second phase would be a full restoration project once funds have been raised.

Previously, in spring 2014, the RDC solicited bids for repairs. Upon receipt of the bids, it was determined that funds were insufficient to complete repairs as needed.

Given the apparent lack of private fundraising for the project, another option that is being actively pursued is for the City to form a public/private partnership model for renovating the theatre as an entertainment venue operated by the private sector, with the venue available on a limited basis for community use.

*Fiscal Note: Uptown Theatre funding = \$254K Center City bond fund.*

#### 4. Evans Gateway Project

When funding becomes available in the future, the City plans to complete design and construction of streetscape improvements for a key segment of Evans Street, from the intersection of 5<sup>th</sup> Street to the intersection of 10<sup>th</sup> Street, consistent with the City's Streetscape Master Plan. As soon as the 10<sup>th</sup> Street Connector is completed (approximately 2016), however, the intersection of Evans and 10<sup>th</sup> Street will become a very high-value intersection, which will deliver hundreds of new vehicular trips per day to the Evans Street gateway to the Uptown Commercial District. The Redevelopment Commission and Greenville City Council recognized the importance of creating a gateway at this intersection to capitalize on redevelopment opportunities, improve transportation wayfinding, and further brand Greenville/Uptown/ECU as a destination place. Thus, this gateway enhancement will precede more extensive streetscape improvements on Evans Street.

Design documents and cost estimates for the gateway project were completed in Fiscal Year 2013 – 2014.

In Fiscal Year 2014 – 2015, the Redevelopment Commission will facilitate plans to incorporate public art fixtures in the Evans Gateway Project and will provide funding to the NC Department of Transportation to complete the improvements according to the design.

*Fiscal Note: the RDC will provide \$159K in Center City bond funds to NC DOT to support construction costs.*

#### 5. Evans Street Accessway

In lieu of the cessation of the Uptown Office Building Project at 423 Evans Street, the Redevelopment Commission has been exploring ideas for how to best use this public space. Any proposed use of this space must continue to provide pedestrian access from Evans Street to the adjacent Uptown Parking Deck. The public solicitation for the Uptown Office Building Project had stipulated that the building design include a public pedestrian “cut through” the site, either via an exterior plaza or interior lobby. Construction of the deck will begin in Fiscal Year 2013 – 2014.

The Commission is seeking creative ideas for utilizing this public space, which are safe and low maintenance while attracting visitors to the Center City.

*Fiscal Note: the \$233K that has been allocated in the budget to create the public venue and walkway as part of the Uptown Office Building Project is still available for that purpose.*

## 6. Cotanche to Reade Alley Improvements

In support of the E. 5<sup>th</sup> Street Redevelopment Project, the Redevelopment Commission is assisting with public improvements to a pedestrian alley and elevator core improvements necessary to the project. The E. 5<sup>th</sup> Street Redevelopment Project is a 20,000 square foot multi-building private redevelopment project in the core of the Uptown District. 1960s/1970s-era college bars will be renovated and adaptively reused as high-quality commercial, office, and retail spaces.

*Fiscal Note: the RDC is providing \$252K in Center City bond funds to support public alley improvement and to assist with elevator core improvements.*

## 7. Uptown Alley Improvements

As Greenville's Uptown District has reemerged over the last decade as a thriving pedestrian oriented commercial district, a series of underutilized alleys dating back to the late 19<sup>th</sup> and early 20<sup>th</sup> centuries have regained interest as vital pedestrian arteries. Much of the infrastructure in the alleys dates back to the middle of the 20<sup>th</sup> Century and is in desperate need of a facelift.

Beginning with Merchant's Alley and now with alleys between Cotanche and Reade Street as well as those around the Uptown parking deck site at 4<sup>th</sup> and Cotanche Streets, the Redevelopment Commission has started programming funds for improvements including surface, drainage, lighting and landscaping.

In FY 14-15 the Redevelopment Commission would like to continue alley improvement work including improvements to the Hodges parking lot alley that exits onto Cotanche Street, the small alley off East 5<sup>th</sup> Street that provides access to the 423 Evans Site as well as support of additional phases of work to the Live United Courtyard at the 4<sup>th</sup> Street end of Merchant's Alley.

*Fiscal Note: A total of \$49K in Center City bond funds has been allocated in the budget for continued alley improvement work.*

## 8. West Greenville Land Acquisition

In furtherance of the projects outlined above, and in conjunction with the ongoing West Greenville 45-Block CDBG Project, City of Greenville staff will utilize General Obligation Bond, CDBG and City of Greenville general funds to implement a property acquisition program that will focus on the acquisition of blighted properties as well as other properties where current uses do not conform to the intent of the Center City – West Greenville Revitalization Plan.

It is expected that the Affordable Housing Loan Committee will continue to provide guidance throughout the acquisition process for purchases within the CDBG project area. The Redevelopment Commission will focus acquisition efforts on properties located along West 5<sup>th</sup> Street in support of a proposed commercial center and within the study area of the Dickinson Corridor Market Plan.

*Fiscal Note: A total of \$270K in West Greenville bond funds is remaining property acquisition.*

# Continuing Projects

## 1. Dickinson Avenue Corridor/Area Market and Planning Study

A market and planning study of the historic Dickinson Avenue corridor and surrounding area is scheduled to be completed in June 2014, with a final report in August. The Redevelopment Commission will review the findings and recommendations of the plan in July 2014 and provide input to the consulting team in preparation of the final report.

Upon completion of that report, the RDC will also play an important role in promoting the overall vision and specific redevelopment strategies of the plan. It is critical that the community build momentum in the area so that a few years from now, when construction of the 10<sup>th</sup> Street Connector is in progress and private investment begins to move into the area, the City is prepared to leverage its opportunities.

The Dickinson Avenue area has a lot of potential. Several important redevelopment projects are being planned, are in the pipeline, or have been included for this area, including the Federal Courthouse and Greenville Transportation Activity Center (GTAC).

The City of Greenville and NC Department of Transportation, in a joint venture, procured a design consultant to complete a detailed road improvement and streetscape plan for Dickinson Avenue between Reade Circle and the future route of the 10<sup>th</sup> Street connector. Historically, Dickinson Avenue was a major transportation corridor. In the future, it is expected to become a pedestrian-friendly spine of a revitalized Dickinson Avenue district more so than a vehicular-oriented through-corridor.

The City's streetscape plan for Dickinson Avenue and/or adjacent streets will continue to inform streetscape improvements on Dickinson as well as the urban redesign and public arts "concepts" for the Dickinson Avenue Area more generally. The Dickinson Avenue project area, which is flanked by two historic districts, lies at the fulcrum between Center City and West Greenville.

*Fiscal Note: funds will need to be identified to implement recommendations of the Dickinson Avenue Market and Planning Study*



## 2. Imperial Brownfield Cleanup and Redevelopment

The City of Greenville is utilizing a \$400,000 brownfield cleanup grant from the U.S. Environmental Protection Agency to remediate the former site of the Imperial Warehouse, which was destroyed by fire in 2008, and prepare it for redevelopment. The City selected environmental consultant Cardno T.B.E. to help manage the cleanup process. The major project tasks include Project Management and Reporting, Public Involvement, Cleanup Planning, and Site Cleanup.

The Dickinson Avenue Market and Planning Study (described above) will recommend redevelopment concepts and strategies for the site in light of current market conditions and redevelopment trends in the district. The Cleanup Planning phase of the Imperial brownfield cleanup project is awaiting publication of that study's findings and recommendations (June 2014) – e.g., the extent and type of residential uses, if any, that might be recommended on the site. Once the community's plans for the site are determined, Cardno T.B.E. will revise and/or finalize the cleanup plan and then manage the on-site remediation work, which is expected to be completed by the spring of 2015.

The Redevelopment Commission will help to facilitate public involvement in the Imperial cleanup and redevelopment planning process.

*Fiscal Note: \$400K brownfield cleanup grant funds from the U.S. Environmental Protection Agency.*

## 3. Small Business Assistance Programs

To facilitate the expansion of small business in appropriate locations within the Center City - West Greenville Redevelopment Project area, the Redevelopment Commission has developed and adopted several programs intended to attract and retain small businesses within the adopted revitalization areas. These include a business plan competition program which has been developed in conjunction with the local office of the North Carolina Small Business Technology Development Center, EXCEED and the Pitt Community College Small Business Center. The program provides grants in the amount of between \$15,000 and \$30,000 to as many as eight competition winners per year.

The Commission has also developed the Building Blocks and Dickinson Avenue Corridor grant programs, façade programs that provide up to \$10,000 in grant funds for exterior repairs to non-residential buildings.

In addition, staff working on behalf of the Commission, are collaborating with the Uptown Greenville organization and the Pitt County Economic Development Commission to explore the feasibility of tax incentive grant that would leverage private investment to renovate existing buildings in the City's revitalization areas.

*Fiscal Note: Use of general operating, West Greenville and Center City bond funds for capitalization of grant programs.*

# Fiscal Year 2014 – 2015: Bond Budget

## Center City Bond Funds

Item	Amount	Notes
Evans Gateway Project	\$159,000	Public art + payment to DOT
Go Science Center	\$173,000	Owner improvements to building
Uptown Theatre	\$254,000	Owner repairs
Evans Street Accessway	\$233,000	Create public venue and walkway
Cotanche to Reade Alley improvements	\$252,000	Improvements in support of E. 5th Street Redevelopment
Uptown alley improvements	\$49,000	Improvements to Uptown pedestrian alleys
<b>Total</b>	<b>\$1,120,000</b>	

## West Greenville Bond Funds

Item	Amount	Notes
West 5th Streetscape, Phase II design	\$58,000	Additional fees for traffic circle
Acquisition	\$270,000	Per RDC acquisition policy
<b>Total</b>	<b>\$328,000</b>	